

January

Magic Lantern Society
of the United States and Canada



LOOK for those Buttons and roll-over effects

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Click image to start the show!

**Mark your
Calendar**

COMING SOON

**19th International Convention
Convention 2020**

June 11-14, 2020

Cleveland, Ohio, USA

**COMING
SOON**
**Convention
Registration
and Hotel Information**

ZME SCIENCE

Beautiful Astro Magic Lantern Slides from the XIXth century

<https://www.zmescience.com/space/astro-magic-lanterns-03424/>

by Tibi Puiu

Before digital or overhead projectors were invented, for hundreds of years people enjoyed projecting large scale images on their walls using a fantastic invention called the magic lantern.



A Ptolemaic system.



**Moon closeup. Credit:
The Royal Institution**



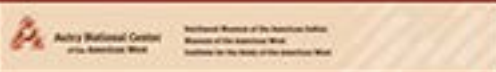
**Ursa Major. Image:
The Royal Institutions**

Site has examples of mechanical slides, in action, that exhibit the earth's annual motion round the sun, showing the parallelism of its axis, thereby producing the seasons.

Archives Bazaar Slide Show

Libraries and Archives of the Autry

Autry Library &
Braun Research Library

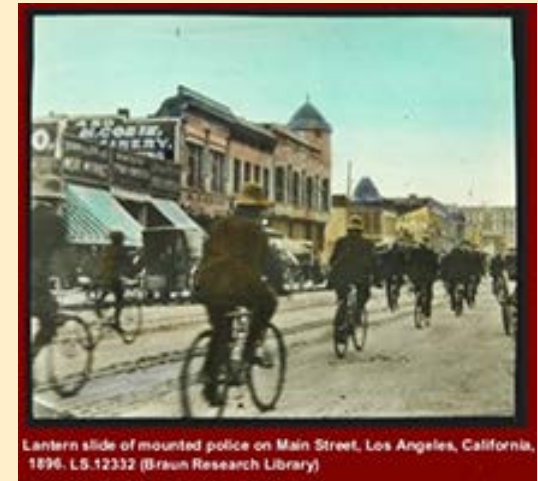


<https://www.slideshare.net/>

https://www.slideshare.net/mfurnier/archives-bazaar-slideshow2012?qid=0d1eb841-4b3d-4f11-9828-9cae3cb037e1&v=&b=&from_search=14



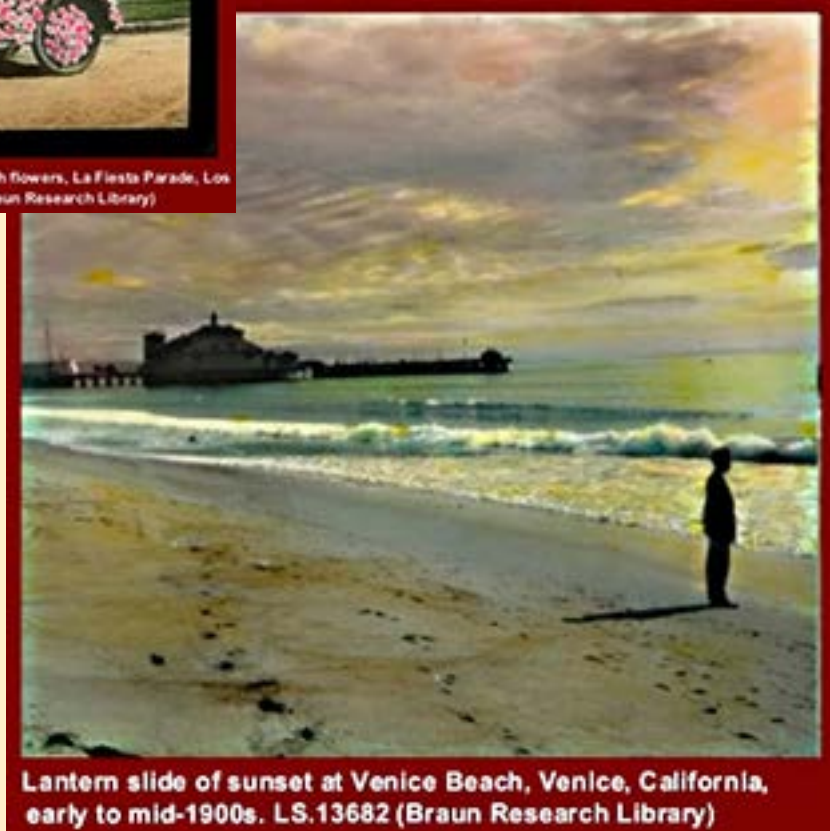
Lantern slide of an automobile decorated with flowers, La Fiesta Parade, Los Angeles, California, early 1900s. LS.3226 (Braun Research Library)



Lantern slide of mounted police on Main Street, Los Angeles, California, 1896. LS.12332 (Braun Research Library)



Lantern slide of the Los Angeles County Courthouse and Hall of Records, Los Angeles, California, 1911. LS.12974 (Braun Research Library)



Lantern slide of sunset at Venice Beach, Venice, California, early to mid-1900s. LS.13682 (Braun Research Library)

More on “Horticultural Hall”



Interior of Horticultural Hall as it is today.

By Terry Borton

The last issue of the Magic Lantern Gazette featured another terrific article by Kent Wells on the use of the “stereopticon” in the Philadelphia area after its introduction in that city. The back page of the Gazette carried a large picture of Horticultural Hall in West Chester, PA which was the site of stereopticon shows in the 1860s. The Hall is just up the road from our new home in Kennett Square and is now part of the West Chester Historical Society complex. It houses most of its museum, which is divided into “rooms,” showing the changes in West Chester interior architecture over

the years. There is also an exhibit on the history of the hall, showing it when it was an opera house in the 1880s, when it undoubtedly again housed lantern shows.

Terry Borton, Director
The American Magic-Lantern Theater

The Chester County Horticultural Society, founded in 1846, held their meetings and horticultural exhibitions in the Hall. The building was managed by a group of stockholders who rented it out for public meetings and fairs. In 1852 the Pennsylvania Woman’s Rights Convention was held here, the first such meeting in Pennsylvania. Some of the people who have appeared here include Frederick Douglass, Buffalo Bill Cody, Ole Bull, Charles Sumner, Lucretia Mott, Henry Ward Beecher, Ralph Waldo Emerson, Horace Greely, Bayard Taylor, Signor Blitz and Tom Thumb.



Interior view of West Chester Opera House, ca. 1885



Interior view of West Chester Opera House taken from the stage, ca. 1885

The building was used as West Chester Opera House from 1869 – 1903. It was managed by Uriah Hunt Painter and featured traveling plays, operas, comedy and vaudeville acts.

Plaque showing Horticultural Hall as an opera house in the 1880s.



Growth of the Slide Making Industry Shown on a Little Journey to "Slide-Land"

By Thomas B. Bedding
(Formerly Editor
British Almanac of
Photography).

(This is the second of a series of articles by Thomas Bedding announced in the September issue of Moving Picture Age [Reel and Slide Magazine]. Mr. Bedding is president of the Professional Photographers' Association and his treatment of the subject is with full knowledge of its many interesting angles.)



Herman A. Rosenberg,
Sales and Service Manager.

In paying a visit to Slide-Land we are ushered into the reception room where conspicuously placed is a display case inviting inspection of mats and many other articles useful in stereopticon projection. A few steps bring us to the city sales counter, where all the activities of the Standard Slide Corporation may be said to converge at some time or other. And the more

From Moving Picture Age (Reel and Slide Magazine)



City sales counter. Slides are sold here to the local trade and visitors are shown the line.

easily to give a prospective customer an idea of the variety of slides from which he may make choice, there is placed, nearby, a revolving rack device, illuminated with electric lights, consisting of two circular frames, each holding about one hundred slides. This device revolves slowly enough to allow close inspection of the slides, yet quickly enough to give a change of view every few seconds. The illumination from within imparts a pleasing color scheme and affords some idea of the stereoscopic effect. Herein we viewed slides of most prominent national advertisers ; slides for every line of business ; for feature productions and natural life-like glass transparencies of views from all over the world.

This revolving display is intended to give the onlooker some idea of the vast scope of the slide industry by presenting a selection of slides for all purposes.

In another corner of this room we observed the operation of an automatic stereopticon mechanically exhibiting and changing fifty-two different slides, projection being made on a 16-inch by 16-inch transparent rubber curtain in the direct view of all visitors. This machine is being successfully employed for store window displays where it is attracting considerable attention ; also for educational work in schoolrooms, hospitals and industrial plants as well as for advertising purposes in theater lobbies and in public halls. The device requires no attention ; is fool-proof and so constructed that it is turned on or off like an ordinary electric light. Quite a number of installations have been made at seaside resorts during the past summer.

From the city counter to the sales department is a natural step. Here slide campaigns for trademarked articles are planned and submitted ; screen advertising problems are discussed and new methods of helping the advertiser to get the utmost from his screen publicity

continued next page

Slide Making Industry continued

are evolved. This sales force consists of some of the ablest slide-men in the world ; men whose daily task it is to conceive plans for the distribution and successful exhibition of lantern slides on thousands of screens. It was largely through the efforts of this sales force that the United States government recognized the influence and power of the 17,000 motion picture screens in the country; and it was this organization that successfully helped to promote the screen drives for the Liberty Loan, Red Cross, Y. M. C. A. and War Saving Stamp campaigns, Food and Fuel Conservation problems, U. S. Department of Labor needs, Civil Service Commission positions and Committee on Public Information propaganda.

Briefly stated, it is the purpose of this department not merely to sell slides but to furnish the important service of arranging and insuring the exhibition of the slides after they have arrived at their destination.

Directly connected and part of this department is the office of the sales and service manager, Mr. Herman A. Rosenberg (assisted by Mr. Dave H. Harris and several other advertising copy and layout men), who is specializing on advertising slides for national advertisers and trade-



Art department. Here all illustrations and lettering for the slides are made and new slide ideas created.

marked articles. Here the keynote is "service" not merely a question of how many slides can be sold to an advertiser, but how much real, honest, productive service can be furnished; consequently the slides used in any Standard Slide campaign are the medium of increased sales for the products so advertised. A carefully prepared service plan is worked out to meet the individual conditions of each prospective advertiser; art work and copy are submitted which, upon O. K., are then reproduced into sample slides and these are presented for screen inspection.

This department studies the method of distribution of every product intended for screen publicity and submits a co-operative plan for the exhibition of the slides in connection with local dealers; also supplies literature to the manufacturers' sales force which will enable their salesmen to intelligently present the value of advertising slides to their trade. In addition the advertiser's literature is prepared and printed in the Standard print shop; reproducing the slides used, and pointing out to the retail trade the value of moving picture advertising, as well as giving the facts and important data connected therewith. It is these special service

plans that have helped to make Standard advertising slides profitable means of publicity for the advertiser, and have resulted in winning business.

Adjoining the sales force is the correspondence room where communications from practically all over the world are daily received and answered. This correspondence is divided into various departments and here letters are written on all possible subjects that the slide can be put to use in. The scope of business is so large that it not only takes

continued next page

Slide Making Industry continued



General offices and correspondence room. Special information is furnished by this department.

in large advertisers but the retail merchant, the lecturer, the motion picture theater, the community center, the school, the industrial plant, the church and a dozen other varied professions. So you see that the use of the slide is not merely confined to the screen of the motion picture theater, as has been generally supposed, but its scope is rapidly broadening daily. Carefully kept files contain interesting correspondence and so systematically arranged as to make readily accessible any communication desired. In this room are catalogues and booklets on lantern slides and their uses; thus inquirers are promptly furnished with concise information on all slide subjects.

One of the new departments but one with immense possibilities is that of foreign trade. A thirty-two-page Spanish catalogue has been printed and circulated throughout the motion picture trade in Central and

South America and with very favorable results. An entire department is devoted to foreign correspondence and the clients now number hundreds of the leading theater owners and advertisers south of the Rio Grande. The Spanish catalogue not only illustrates and describes lantern slides, but covers every possible requirement of the motion picture theater as well ; in fact, the export department handles moving picture machines and accessories and has completely equipped a number of the finest theaters in Latin America. In addition to the business from Spanish speaking countries, a very thorough campaign is about to be conducted in other foreign countries, the object being to sell Standard slides and supplies all over the world. This export department is being efficiently managed by Winsor H. Scofield, whose experience in foreign business is international.



Printing department. An ordinary Printer wouldn't be of much use in this place where slides are printed.

YES!

**We can furnish it.
Furnish what?**

Anything and everything that it
is humanly possible to make in
the way of

LANTERN SLIDES

Slides of every conceivable kind
for every conceivable purpose.

Lecture Slides from your own
negatives, or from
prints,
illustrations, or
pictures
of any kind.

Slides to order for announcing
coming events.

Typewriter Slides, which make
it easy for you to produce your
own Announcement Slides.

Advertising Slides that really
sell any product or service.

Special Slides without limit!

And as to quality? You can de-
pend upon the quality and the
service that have made us the
largest Slide Makers in the world.

Won't you please ask questions?
Your inquiry will receive prompt
and courteous attention whether it
concerns a single Slide or a large
contract.

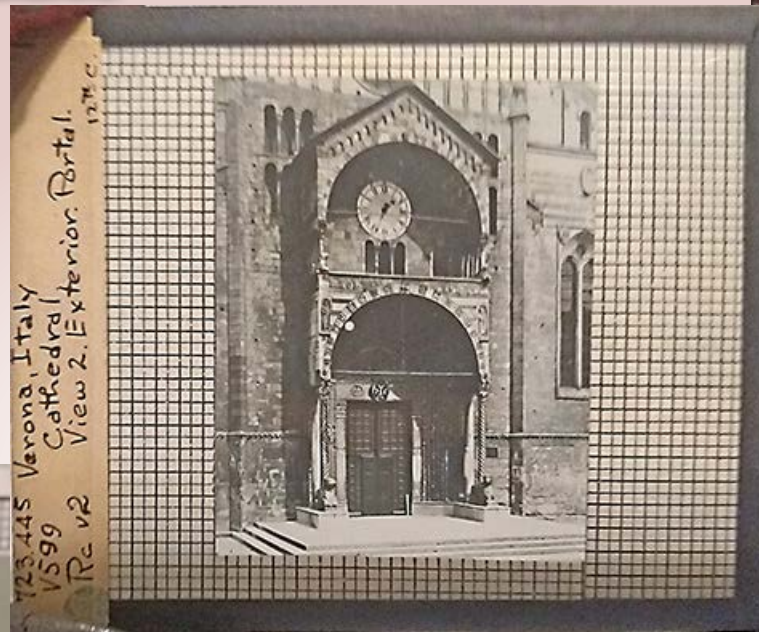
Standard Slide Corporation
211 West 48th St. New York

Ad for Standard Slide Corp.

Magical Lantern Slides Architectural

From Gary Ellis
garyellis86@yahoo.com

Latern slides from the beginning of the era purchased Illinois University from 1935 1965 reaching out for more information oh have a very large collection of them curious of the value



Hello Gary

Thank you for your enquiry about architectural lantern slides. The Society does not do appraisals as such, but I would have to say that there would be a very small niche market for this collection. Though it may well have historical value to the right organisation, it would probably not really be very attractive to the average lantern slide collector. Where you can positively identify a particular image, you could try it on eBay, as someone local to it may have some interest. If there were several slides of a certain location, they could be offered as a group.

I wish you success in the venture.

David Evans

A Past Show of the Snowflake Man

From Shel Izen

I love this teaser almost as much as your show



The Snowflake Man Sizzle

View at: <https://vimeo.com/150333104>

The Snowflake Man “sizzle” is a show teaser. This shows swings audiences into the 1920s with czech-style marionettes and a pop-up book of watercolor scenery. Edited in the 1920s silent film style.

The Hand and The Shadow

ART, FILM & THEATER

revolutionizing the art of shadow puppetry & filming experimental art

This is an umbrella for artists that develop, write, design, fabricate, perform, sell and display all mediums of art, puppetry art, film, and theater.

Wilson “Snowflake” Bentley was the first known photographers of snowflakes and many are on lantern slides.

Check-out this site

A Site With Many Lantern Slide Images



<https://taaffshowcase.org/displayed-collections/lantern-slides/>

Lantern Slides



Mount Washington Lantern Slides



Yellowstone Valley Lantern Slides



World War I Lantern Slides



Stratford-on-Avon



South America

South America



British Isles, Scotland, Belgium



Yellowstone Valley



The Astle-Alpaugh Family Showcase is maintained by The Astle-Alpaugh Family Foundation and works in conjunction with local museums, historical groups and local private collectors to provide images and descriptions of items of visual and cultural interest to the public at large in the hope that it will provide an appetite to enjoy America’s history and learn some of the country’s lost historical secrets and lifestyles.



Magic Lantern Projectors

From Elie Rizel

Elie@liomalca.com

Hi,

I hope all is well. I recently bought a large quantity of magic lantern slides and was looking for a modern alternative equipment to project them. Do you have any leads where you can point me to?

Best regards,

Elie

Elie Rizel
LIO MALCA
526 West 26th Street #207
New York, NY 10001

From David Evans

Hi Elie

There is no modern projector that I am aware of that can project them, though you could use an overhead projector with a cardboard mask with a 3.25 x 4" hole cut in it. Be careful of the heat though - overhead projectors can get very hot and could damage the slides if left on it for too long.

Can't think of anything else at present.

Thank you for contacting us.

David Evans

What's in the Science Museum Group Collection?



[https://collection.sciencemuseum-group.org.uk/search/categories/cinematography/images?page\[number\]=1](https://collection.sciencemuseum-group.org.uk/search/categories/cinematography/images?page[number]=1)



Magic lantern slide: Graveyard Ghost
Cinematography 1800-1899



Magic lantern slide: Hair Restoration
Cinematography 1800-1899



Magic lantern slide: Cricketer is bowled out
Cinematography 1800-1899



Magic lantern slide: Exploding pie
Cinematography 1870



Magic lantern slide: Woman with crinoline frame
Cinematography 1870



Magic lantern slide: 'The Elephant's Revenge', number 6
Cinematography 1870



Magic lantern slide: Dancer on a tightrope
Cinematography 1870



Magic lantern slide: Two boys and a cracker
Cinematography 1870



Magic lantern slide: 'The Elephant's Revenge', number 12
Cinematography 1870

The Science Museum Group cares for a diverse and internationally significant collection of 7.3 million items from science, technology, engineering, medicine, transport and media.

Explore the technological development of motion pictures through our internationally significant cinematography collection. Discover pre-cinematic optical toys, the history of film advertising, and filmmaking technology used by both professionals and amateurs

COLLECTING GLASS SLIDES LAUREL & HARDY

By Rob Lewis

https://www.laurelandhardy.org/Laurel_and_Hardy_GLASS_SLIDES.html

On this web page I take a look at collecting glass coming attraction slides. Early glass slides consisted of two pieces of glass: one pane containing a hand-painted image and the second pane placed over the image for protection. They were projected via a MAGIC LANTERN projector.

During the 1900's films ran on average one or two reels (a reel being approx 10 minutes). Unlike later years where they would have more than one projector and swiftly changed between the two, in those days there would be just one film projector so there would be a pause in the show.

Some theatres would have sing-a-longs while the projectionist

Please note that this implies the entire slide was hand-painted when in-fact they were hand-colored!



changed reels in the early days with a Magic Lantern slide show. Later in the 1900's they would show a slide featuring a coming attraction. The Laurel and Hardy slides that I have seen measure 3.25" by 4", and they are held together with pieces of black tape on the edges of the two panes.



A Big Thank You to the following:

contributing to this months issue.

**Terry Borton
Gary Ellis
David Evans
Shel Izen
Elie Rizel
Jim Vendeland**

Now it's your turn to share!

Do you have a favorite site or a collection of images you would like to share with the rest of the society?

E-mail Larry



Follow-up to Inquiry from Nov 2019

From Jim Vendeland

jlvende6@gmail.com

Thank you Larry. I found your newsletter very helpful. I was able to locate a Boy's Own magic lantern and hope it will be able to connect with my Darker lens. If not there is a craftsman in Cleveland who may be able to design a connector ring for me. I am still searching for a chromotrope slide with crank and an object chamber.

Jim Vendeland

Welcome New Member

Christina Corfield

375 Grand Avenue Apt. 104
Oakland
CA 94610

E: tinacorfield@gmail.com

Ph: (415) 710 9913

Adjunct Professor, Media Studies

Interests: lanterns, slides, literature and Kinetic Devices, especially paper artefacts such as tunnel books.

Dr. Lorraine Linkhauer Ph D

15014 Gardner Drive
Alpharetta
GA 30009-8603

Ph: (412) 491-2432
E: llinkhauer@comcast.net

Occupation: Adjunct Professor

Interests: Lanterns, slides, literature.

Will buy, sell, and plans to give shows.



Group Northwest Has Set 2020 Meeting Dates



**Group NW Will be meeting
at Noon on the following dates**

- ◆ **February 9** Bremerton WA
 - ◆ **April 26** Cowichan Bay BC
 - ◆ **August 16** Gig Harbor WA
 - ◆ **October 11** Walla Walla WA
- join us for a fun & informative time
 - share your latest find or story